Entertainment WEEKLY

2022 MEDIA KIT

2022 Rate Card

Entertainment Weekly

4 COLORS

Full Page	$231, 600
2/3 Page	$193,200
1/2 Page	$150,600
1/3 Page	$104,500
1/5 Page	$65,000
Cover 2	$277,900
Cover 3	$254,900
Cover 4	$301,100

BLACK & WHITE

Full Page	$185,400
2/3 Page	$154,500
1/2 Page	$120,700
1/3 Page	$83,600

BRC INSERT

Reg-Supplied	$185,400
Reg-We Print	$154,500
Oversized-Supplied	$120,700
Oversized-We Print	$83,600

RATE BASE **1,500,000**

Circulation includes the print and digital editions of the Magazine. Qualified full-run advertisements will run in both editions. See MAGAZINE ADVERTISING TERMS AND CONDITIONS for additional information including opt-out

Brand Profile

Entertainment Weekly

PRINT

TOTAL CONSUMERS	10MM
Total Women	6.2MM
Percentage	62%
Total Men	3.7MM
Percentage	38%
Moms	2.7MM
Median Age	44
Median HHI	$72,006

ADULT READERS	% OF COMP.
Age 18-34	30
Age 18-49	61
Age 25-54	59
Attended/Graduated College+	62
Adults with Children in Household	43

SOURCE: 2021 MRI-SIMMONS DOUBLEBASE

2022 Ad Specs

Entertainment Weekly

FILE TYPES AND DELIVERY:

Submit PDF-X1a FILES to Quad Ad Shuttle:
https://www.adshuttle.com/Meredith

For instructions on how to create a PDF-X1a go to:
www.meredith.com/sites/default/files/PDFx1a_Guide2015_D2D.pdf

Prepare files to Meredith's specs in accordance with SWOP specifications. If the below guidelines are not met, the color and quality of print reproduction may vary.

FILE SPECIFICATIONS/GENERAL GUIDELINES:

Include/embed all fonts and artwork.

Max density (total area coverage) is 300%

Image resolution is 300 dpi, Line illustration is 2400 dpi.

CMYK or Grayscale only. Convert any spot colors not intended to print into CMYK. RGB elements must be converted to CMYK.

5/c ads: Limit spot color to the elements from the Pantone Library.

Files must be properly trapped.

Limit file name to 24 characters including the extensions.

Files must be single pages or spreads, no multipage files.

Do not nest PDF files in other PDFs, EPS files in other EPSs.

Do not use illegal characters such as ("()*&^%$#@!'{}[]|\',;: in filenames.

5% minimum dot required to print highlight areas and square-up on edges with fade-off dot of 3% of each color.

DOCUMENT SETTINGS:

Ads should be built at 100% trim size.

Bleed ads, extend bleed to 1/8" beyond trim on all sides.

Keep live matter 1/4" inside trim dimensions on all sides

Registration and crop marks not required. If provided, registration black (100,100,100,100) should be limited to these marks only and must not exist inside the document trim or bleed. Offset marks .167" so not to touch live image or bleed areas. See PDF Guide link above.

Spread Ads: Keep live matter 1/4" away from either side of center or 1/2" total across the gutter.

Alert Designers: For spread ads with a headline/creative crossing the gutter, contact the production department if the visual spacing between words or letters is critical.

FONTS:

4-color black type is not allowed.

To create rich black use 100% K and 60% C.

Free fonts or system fonts should not be used. If used, they must be outlined.

Do not apply styles to basic fonts, use the actual font.

4-color type should not exceed 300% density.

To avoid low-res (soft type) or 4-color black type, type should be set in InDesign or Illustrator and not in Photoshop.

Reverse type should use a dominant color (usually 70% or more) for the shape of the letters and should be trapped when practical and not detrimental to the appearance of the job.

Color or reverse type and line art should not be less than .007" at the thinnest area. Single color type and line art should not be less than .004" at the thinnest area. General guideline is nothing thinner than the equivalent of a hairline rule.

PROOFS:

Meredith does not accept color proofs. SWOP proofing standards are used Press side for publication printing. Advertisers should calibrate their proofing devices to Industry SWOP Standards for Publication Printing. Refer to https://idealliance.org/specifications/swop/ for additional information.

NOTES:

Meredith does not make any changes to ads or files.

Retention of materials is 13 months.

Material extensions, file specs and ad portal contact:

Gabriella Covarrubias
414-622-2825
AGCOVARRUBIA@quad.com

	TRIM SIZE	NON-BLEED	BLEED SIZE	BLEED SAFETY
Page	8" x 10 7/8"	7 1/2" x 10 3/8"	8 1/4" x 11 1/8"	7 1/2" x 10 3/8"
Spread	16" x 10 7/8"	15 1/2" x 10 3/8"	16 1/4" x 11 1/8"	15 1/2" x 10 3/8"
1/2 Page Vertical	3 7/8" x 10 7/8"	3 3/8" x 10 3/8"	4 1/8" x 11 1/8"	3 3/8" x 10 3/8"
1/3 Page Vertical (One Column)	2 3/4" x 10 7/8"	2 1/4" x 10 3/8"	3" x 11 1/8"	2 1/4" x 10 3/8"
2/3 Page Vertical (Two Columns)	5" x 10 7/8"	4 1/2" x 10 3/8"	5 1/4" x 11 1/8"	4 1/2" x 10 3/8"
1/2 Page Horizontal	8" x 5 1/4"	7 1/2" x 4 3/4"	8 1/4" x 5 1/2"	7 1/2" x 4 3/4"
1/3 Page Horizontal	8" x 3 5/8"	7 1/2" x 3 1/8"	8 1/4" x 3 7/8"	7 1/2" x 3 1/8"
1/5 Page Horizontal	8" x 2"	7 1/2" x 1 1/2"	8 1/4" x 2 1/4"	7 1/2" x 1 1/2"
1/2 Spread Horizontal	16" x 5 1/4"	15 1/2" x 4 3/4"	16 1/4" x 5 1/2"	15 1/2" x 4 3/4"
1/3 Spread Horizontal	16" x 3 5/8"	15 1/2" x 3 1/8"	16 1/4" x 3 7/8"	15 1/2" x 3 1/8"

2022 Terms & Conditions

Entertainment Weekly

2022 MAGAZINE ADVERTISING TERMS AND CONDITIONS

The following are certain terms and conditions governing advertising published by Meredith Corporation ("Publisher") in the U.S. print edition of Entertainment Weekly magazine (the "Magazine"), as may be revised by Publisher from time to time. For the latest version, go to www.meredith.com/brand/entertainmentweekly.
For Publisher's Digital Editions Advertising Terms and Conditions, go to www.meredith.com/digital-editions-advertising-tc.
Submission of insertion order for placement of advertising in the Magazine constitutes acceptance of the following terms and conditions. No terms or conditions in any insertion orders, reservation orders, blanket contracts, instructions or documents that conflict with or alter these terms and conditions will be binding on Publisher, unless authorized in writing by a senior executive of Publisher.

AGENCY COMMISSION AND PAYMENT

1. Publisher has sole discretion over payment terms for advertising. Publisher may change the payment terms from time to time and without limiting generality of the foregoing may require Advertiser to make payment in advance of the on-sale date of the relevant Magazine issue.

2. Agency and advertiser are jointly and severally liable for the payment of all invoices arising from placement of advertising in the Magazine and for all costs of collection of late payment.

3. If an account is placed with a collection agency or attorney for collection, all commissions and discounts will be rescinded or become null and void and the full advertising rate shall apply.

4. Agency commission (or equivalent): fifteen percent (15%) of gross advertising space charges, payable only to recognized agents.

5. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within thirty (30) days after the billing date, with the following exceptions. For all advertising not placed through a recognized agent, payments at rate card rates must be received no later than the issue closing date. Prepayment is required if credit is not established prior to ten (10) business days prior to the issue closing date. All payments must be in United States currency.

6. No agency commission is payable, and Publisher will not grant any discounts, on production charges. Any discounts received by advertiser on ad space charges may not be applied to production charges.

7. Advertiser shall pay all international, federal, state and local taxes on the printing of advertising materials and on the sale of ad space.

CANCELLATION AND CHANGES

1. Publisher expressly reserves the right to reject or cancel for any reason at any time any insertion order or advertisement without liability, even if previously acknowledged or accepted. In the event of cancellation for default in the payment of bills, charges for all advertising published as of the cancellation date shall become immediately due and payable.

2. Advertisers may not cancel orders for, or make changes in, advertising after the issue closing date. Cancellation of orders or changes in advertising to be placed on covers, in positions opposite content pages, and for card inserts will not be accepted after the date thirty (30) days prior to the issue closing date. Cancellation of orders for special advertising units printed in the Magazine, such as booklets and gatefolds, will not be accepted after the date sixty (60) days prior to the issue closing date. In the event Publisher accepts cancellation after any of the foregoing deadlines, such acceptance must be in writing, and such cancellation may be subject to additional charges at Publisher's discretion.

3. The conditions of advertising in the Magazine are subject to change without notice. Publisher will announce ad rate changes thirty (30) days prior to the closing date of the issue in which the new rates take effect. Orders for subsequent issues will be accepted at the then-prevailing rates.

CIRCULATION GUARANTEE

The Magazine is a member of the Alliance for Audited Media (AAM). The following rate base guarantee is based on the AAM's reported print circulation for the Magazine averaged over each six month AAM period, during the calendar year, in which advertising is placed. Publisher guarantees print circulation to national advertisers by brand of advertised product or service. In the event the audited six (6)-month average print circulation does not meet the guaranteed rate base, Publisher shall grant rebates to the advertiser in ad space credit only, which must be used within six (6) months following the issuance of audited AAM statements for the period of shortfall. Rebates will be calculated based on the difference between the stated rate base at time of publication and the AAM audited 6-month average. **Publisher does not guarantee circulation to regional advertisers**, and regional print circulations reported by the AAM are used by Publisher only as a basis for determining the Magazine's advertising rates.

PUBLISHER'S LIABILITY

1. Publisher is not liable for any failure or delay in printing, publishing, or circulating any copies of the issue of the Magazine in which advertising is placed that is caused by, or arising from, an act of God, accident, fire, strike, terrorism or other occurrence beyond Publisher's control.

2. Publisher is not liable for any failure or delay in publishing in the Magazine any advertisement submitted to it. Publisher does not guarantee positioning of advertisements in the Magazine, is not liable for failure to meet positioning requirements, and is not liable for any error in key numbers. PUBLISHER WILL TREAT ALL POSITION STIPULATIONS ON INSERTION ORDERS AS REQUESTS. Publisher will not consider any objections to positioning of an advertisement later than six (6) months after the on-sale date of the issue in which the advertisement appears.

3. The liability of Publisher for any act, error, omission or other matter for which it may be held legally responsible shall not exceed the cost of the ad space affected by the error. In no event shall Publisher be liable for any indirect, consequential, special or incidental damages, including, but not limited to, lost income or profits. The foregoing limitations shall apply to the greatest extent permitted by law and regardless of the theory under which liability is asserted.

MISCELLANEOUS

1. Agency and advertiser jointly and severally represent and warrant that each advertisement submitted by it for publication in the Magazine including, but not limited to, those for which Publisher has provided creative services, contains no copy, illustrations, photographs, text or other content or subject matter that violate any law or infringe any right of any party. As part of the consideration and to induce Publisher to publish such advertisement, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any loss, liability damages and related expenses (including attorneys' fees) (collectively, "Losses") arising from publication of such advertisements in all applicable editions, formats or derivations of the Magazine, including, but not limited to, (a) claims of invasion of privacy, violation of rights of privacy or publicity, trademark infringement, copyright infringement, libel, misrepresentation, false advertising, or any other claims against Publisher (collectively, "Claims", or (b) the failure of such advertisement to be in compliance and conformity with any and all laws, orders, ordinances and statutes of the United States or any of the states or subdivisions thereof.

2022 MAGAZINE ADVERTISING TERMS AND CONDITIONS (CONT.)

MISCELLANEOUS (CONT.)

2. Publisher may, in Publisher's sole and exclusive discretion and without penalty to Publisher, reject and refuse to run any Ad Materials that Publisher believes: (a) do or may violate Agency's and Advertiser's representations and warranties set forth above; (b) are reasonably likely to be considered objectionable by a reasonable person; and/or (c) are likely to expose Publisher, Agency and/or Advertiser to heightened legal or reputational liability or risk for any reason.

3. In the event the Publisher provides contest or sweepstakes management services, email design or distribution or other promotional services in connection with advertisements placed in the Magazine, Agency and Advertiser jointly and severally represent and warrant that any materials, products (including, but not limited to, prizes) or services provided by or on behalf of Agency or Advertiser will not result in any claim against Publisher. As part of the consideration and to induce Publisher to provide such services, Agency and Advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any Losses arising from such materials, products or services, including, but not limited to, those arising from any such claims.

4. Publisher's acceptance of an advertisement for publication in the Magazine does not constitute an endorsement of the product or service advertised. No Advertiser or Agency may use the Magazine's name or logo without Publisher's prior written permission for each such use.

5. The word "advertisement" will be placed above all advertisements that, in Publisher's opinion, resemble editorial matter.

6. All terms and conditions of this Rate Card and associated insertion orders, including but not limited to pricing information, shall be the confidential information of Publisher, and neither Agency nor Advertiser may disclose any such information without obtaining Publisher's prior written consent.

7. This agreement shall be governed by and construed in accordance with the laws of the State of New York without regard to its conflicts of laws provisions. Any civil action or proceeding arising out of or related to this agreement shall be brought in the courts of record of the State of New York in New York County or the U.S. District Court for the Southern District of New York. Advertiser and Agency each hereby consents to the jurisdiction of such courts and waives any objection to the laying of venue of any such civil action or proceeding in such courts. ALL PARTIES WAIVE ALL RIGHTS TO TRIAL BY JURY.

ADDITIONAL COPY AND CONTRACT REGULATIONS

1. For advertising units less than full-page size, insertion orders must specify if advertisement is digest, vertical, square, or horizontal configuration. Insertion orders for all advertising units must state if advertisement carries a coupon.

2. Advertising units of less than 1/3 page size are accepted based on issue availability as determined by Publisher.

3. Requested schedule of issues of ad insertions and size of ad space must accompany all insertion orders. Orders and schedules are accepted for the advertising by brand of product or service only and may not be re-assigned to other products or services or to affiliated companies without the consent of Publisher.

4. Insert linage contributes to corporate page levels based on the ratio of the open rate of the insert to the open national P4C rate.

5. If a third party either acquires or is acquired by advertiser during the term of an insertion order, any advertising placed by such third party in an issue of the Magazine that closed prior to the date of the acquisition will not contribute to advertiser's earning discounts.

REBATES AND SHORTRATES

Publisher shall rebate Advertiser if Advertiser achieves a higher spending level, resulting in the retroactive lowering of advertising rates, in comparison to the billed advertising rates. Rebate shall be in the form of a media credit to be applied against not-yet-paid media invoices. In the event that Advertiser fails to achieve a spending level for which it has been billed, Advertiser will be short-rated and owe Publisher an additional sum based on the difference between the billed rates and higher rates.

2022 Contacts

Entertainment Weekly

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